

# North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties



## REGIONAL LEAD AGENCIES

### California Nutrition Network

Joyce M. Houston  
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### 5 a Day-Power Play! Campaign

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**CALISTOGA JOINT UNIFIED SCHOOL DISTRICT***LIA - School/District***Joni Stellar**

Lead Nutrition Teacher  
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**Local Share: \$115,968****State Share: \$57,983****First Funded: FFY 2003****Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Mike Thompson  
CA Sen. Wesley Chesbro  
CA Assemblymember Patricia Wiggins

**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-6; Young Adults; Adults
- Ethnicities: Asian (0.6%); African American (0.6%); Latino (65%); Native American (1.6%); Pacific Islander (0.2%); Caucasian (32%)
- Language: Spanish, English

**Settings**

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

**Partners**

10 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Family Resource Center; Boys' and Girls' Club

**Description**

Target populations receive a variety of individual and interpersonal programs during the summer of 2004: a variety melon tasting at a Family Resource Center Summer Barbeque; garden-based lesson ideas for summer school teachers; a fruit tasting in the school cafeteria during the last week of summer school; a series of Family Nutrition and Fitness classes for parents; and fun cooking and fitness classes for the Boys' and Girls' Club.

Staff collaborates with the Calistoga Farmers' Market to enable Food Stamp Recipients to shop at the Market. A table at the Market publicizes Calistoga's School Garden and parent nutrition classes and provides free fruit and vegetable recipes plus activities and prizes for children.

Monthly Nutrition Newsletters go home with the Monthly School Menu, featuring the Harvest of the Month foods in fun easy recipes and fun family fitness activities. Nutrition facts help parents and kids make better sense of nutrition labels on food packages.

The CJUSD Nutrition and Fitness Committee is developing a Nutrition and Fitness Policy for the school district and staff participate in collaborative efforts, such as the Northcoast Nutrition and Fitness Collaborative. Staff also partner with the Calistoga Parks and Recreation Department and other City officials to develop and promote a Walk or Bike to School or Work Day.

**DEL NORTE UNIFIED SCHOOL DISTRICT***LIA - School/District***Helga Burns**

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**Local Share: \$639,926**

**State Share: \$319,963**

**First Funded: FFY 1999**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Mike Thompson  
CA Sen. Samuel Aanestad  
CA Assemblymember Patty Berg

**Target Audience**

- Ages: All Ages
- Ethnicities: Asian (18%); Latino (15%); Native American (20%); Caucasian (47%)
- Language: Spanish, Hmong, English, Native American Dialects, Tolowa

**Partners**

12 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; SHAPE; Del Norte Child Care Council; Children and families Commission; Community Assistance Network

**Description**

The objectives of the project for the coming contract year include:

- Participating in regional coalitions and meetings to share experiences, successes, ideas, etc., as well as attending *Network* trainings;
- Identifying various activities within the community and school district to incorporate and promote physical activity and implement a minimum one physical activity event, such as Walk To School Day;
- Providing age-appropriate nutrition education to elementary and junior high school age students through high school "Student Advocates" lessons, school gardens, after school and recreation programs, and nutrition education/PA activities/events;
- Providing training promoting *Nutrition Network* Goals to teachers within the district; and
- Integrating physical activity messages into nutrition education materials given to students.

The School Nutrition Council and Physical Activity Committee (SNAC-PAC) will support nutrition projects within the district and community and implement Module 1 of the School Health Index.

Trained teens will be active in community-wide events.

The project is working with the local Social Services Department to provide opportunities for the promotion of the Food Stamp Program and exploring the possibility of starting a summer lunch program within the school district.

**FOOD FOR PEOPLE, INC.***Food Security Special Project*

**Michelle Wyler**  
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**Grant Amount: \$40,000**

**First Funded: FFY 2002**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Mike Thompson  
CA Sen. Wesley Chesbro  
CA Assemblymember Patty Berg

**Target Audience**

- Ages: Grades 1-12
- Ethnicities: Asian (4%); African American (2%); Latino (8%); Native American (12%); Caucasian (74%)
- Language: Spanish, English

**Settings**

Schools; Farmers' Markets

**Partners**

8 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Food Bank; Farmers

**Description**

This first-year food security project is aimed at improving access to locally produced fruits and vegetables along with appropriate nutrition education, to low-resource public schools in Humboldt County, and increasing collaborative partnerships to expand nutrition and physical activity opportunities to low-income families in the county.

During the first half of the year, the project will survey and assess at least 70% of the 34 low-resource schools in the county to determine their interest, resources, and capability to participate in establishing and expanding local farm-to-school activities. During similar timeframe, the project will also survey at least 50 local farmers to determine their production capabilities and the availability of crops for a farm-to-school program.

Based on the survey data, the project will identify a wide variety of public and private sector community resources that are available to help facilitate and maintain farm-to-school connections, and midway through the project year, sponsor a community-based educational forum for at least 50 participants including parents, teachers, school administration, and farmers about the farm-to-school potential in Humboldt County.

By the end of the project year, largely based on the outcomes of the forum, the project will identify the next steps for the local Food Policy Coalition to take including what resources are needed to fully implement a farm-to-school project and what collaborations and funding are necessary.

## HUMBOLDT COUNTY HEALTH AND HUMAN SERVICES DEPARTMENT, PUBLIC HEALTH BRANCH

*California Nutrition Network Regional Lead Agency*

<b>Joyce Houston, RD</b> Project Director 529 I Street Eureka, CA 95501 Phone: (707) 268-2190 Fax: (707) 445-6097 jhouston@co.humboldt.ca.us	<b>Local Share: \$141,704</b> <b>State Share: \$70,852</b> <b>Grant Amount: \$155,800</b> <b>First Funded: FFY 2002</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Wesley Chesbro CA Assemblymember Patty Berg
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### Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino; Caucasian
- Language: Spanish, English

### Settings

Community Centers; Clinics; Grocery Stores; Food Bank

### Partners

Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Food Bank; Head Start; WIC

### Description

As a result of the intervention with Hispanic WIC families in Fortuna and Crescent City during the last contract year, modifications have occurred in the state share work plan. Grocery store tours were not a preferred method of receiving nutrition information when the population was surveyed. Classes were held last year but not well attended. A new employee will be hired to deliver nutrition information to the Hispanic population in Fortuna. This employee will be conducting more research in order to determine the best channels of delivery for nutrition information. Crescent City did not have a facility for clients to meet and will not be a part of the plan this year.

Recipe cards to support the video were developed and are being distributed by Winco Foods. Distribution of the video, "Lightning Meals: A Veggie Variety", continues. Radio and television ads are running at this time. EBT card use and the purchase of vegetables are the topics of the commercials.

A training plan has been developed and pilot tested for intermediaries. A training will be held for all intermediaries on March 17, 2004.

A preliminary production meeting has been held and a production date has been set for the next video. Research with the target population revealed that education on the use of commodity foods is needed. This will be the topic of the video to be produced in July.

The production of a television commercial addressing the nutritive value of fresh, frozen and canned vegetables is being planned. Focus groups will be held in March to determine the population's identification with a spokesperson.

## HUMBOLDT COUNTY OFFICE OF EDUCATION

*LIA - County Office of Education*

### Julie Booth

Principal  
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Eureka, CA 95501

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**Local Share: \$186,492**

**State Share: \$93,246**

**First Funded: FFY 2002**

### Legislators

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Mike Thompson  
CA Sen. Wesley Chesbro  
CA Assemblymember Patty Berg

### Target Audience

- Ages: Grades 1-5, 8-12
- Ethnicities: Asian (2%); African American (1%); Latino (6%); Native American (11%); Caucasian (81%)
- Language: Spanish, English

### Settings

Schools

### Partners

6 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Farm to School

### Description

Acting as the lead agency, the Humboldt County Office of Education coordinates the *Nutrition Network* funded programs offered through county-based Community schools and special education classes as well as a consortium of school districts. Efforts focus on the importance of vegetables and fruit and promotion of regular physical activity. Activities include classroom nutrition education and cooking activities, Harvest of the Month, *5 a Day—Power Play!* community and school wide nutrition related events. Professional development and networking opportunities for staff include training on the foundations of nutrition, SPARK, and classroom cooking.

**MANILA COMMUNITY SERVICES DISTRICT***LIA - City-Government***Beverly Prosser**1901 Park Street  
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**Local Share: \$64,802****State Share: \$32,401****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Wesley Chesbro

CA Assemblymember Patty Berg

**Target Audience**

- Ages: All Ages
- Ethnicities: Asian (5%); African American (5%); Latino (10%); Native American (25%); Caucasian (55%)
- Language: Spanish, English

**Settings**

Community Centers; Schools

**Partners**

4 partners from: Schools; California Project LEAN; University of California Cooperative Extensions; Redwood Community Action Agency; Straight Up; AmeriCorps

**Description**

- MCSD's Building Healthy Peninsula Communities Project provides nutrition education and physical education activities including promoting awareness of the need to eat 5 to 9 servings of fruits and vegetables per day and the need to obtain 60 minutes of physical exercise every day for youth; 30 minutes for adults; and
- Nutrition education and physical education activities are facilitated during community events and workshops; programs for youth, teens, seniors, parents, and families; and
- Building Healthy Peninsula Communities Project nutrition activities include the development of a 2005 Community Calendar featuring children's art and healthy recipes; and
- Building Healthy Peninsula Communities Project nutrition activities include the development of the Manila Cookbook, featuring elder histories and community history together with selected recipes from elders and other sources to promote community health and pride.

**MENDOCINO COUNTY OFFICE OF EDUCATION***LIA - County Office of Education***Ruth Hubbell**

Project Coordinator  
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**Local Share: \$248,145**

**State Share: \$124,070**

**First Funded: FFY 2003**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Mike Thompson  
CA Sen. Wesley Chesbro  
CA Assemblymember Patty Berg

**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults
- Ethnicities: Asian (2%); African American (1%); Latino (46%); Native American (7%); Caucasian (44%)
- Language: Spanish, Cantonese, English

**Settings**

Schools

**Partners**

6 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; National Organizations; First Five, Mendocino

**Description**

Acting as the lead agency, the Mendocino County Office of Education coordinates the *Network* funded programs offered through five school districts. Objectives and Activities for this contract include:

- Increase knowledge and awareness of the importance of consuming five servings of fruits and vegetables a day and getting 60 minutes of physical activity daily. This will be done through (1) nutrition education classes both in the classroom and the gardens; (2) newsletters home to families; and (3) organization of health fairs at each district site participating in the program.
- School districts are working on increasing the effectiveness of the garden-enhanced nutrition education program. This is being done by participants taking back to their sites and putting into practice, those garden-enhanced nutrition education lessons which are most effective.
- Nutrition education training for pre-K-6 grade is being offered to all school districts.
- Networking with *California Nutrition Network* agencies throughout the state through regional meetings and the social marketing conference, as well as SHAPE California Meetings, will take place throughout the contract period.
- Participating in school science fairs with science presentations on nutrition and physical activity.
- Promoting salad bars, student selected brunch bar and fresh fruits and vegetables, focusing on social marketing and creating a nutrition webpage.



## MENDOCINO COUNTY PUBLIC HEALTH DEPARTMENT - WIC PROGRAM

### *LIA - Local Health Department*

<b>Jennifer Barrett</b> 221-B S Lenore Ave Willits, CA 95490 Phone: (707) 456-3807 Fax: (707) 456-3803 willitshealth@pacific.net	<b>Local Share: \$110,466</b> <b>State Share: \$55,233</b> <b>First Funded: FFY 2001</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Wesley Chesbro CA Assemblymember Patty Berg
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### Target Audience

- Ages: Grades 2-12; Young Adults; Adults
- Ethnicities: Asian (1%); African American (2%); Latino (24%); Native American (4%); Caucasian (68%); no info (1%)
- Language: Spanish, English

### Settings

Community Centers; Clinics; Schools; Boys & Girls Club; Head Start; Indian Tribal Center

### Partners

Schools; Local Health Departments; First 5 Commission; Tribal Health; Head Start; Cancer Society; Latino Community Center

### Description

The Mendocino County WIC Program and the Mendocino County Public Health Department have partnered to promote the *Network* goals of improving the eating practices and physical activity of the low-income population of rural Mendocino County. Using a social marketing model, the project aims to increase the number of low-income residents who consume five servings of fruit and vegetables daily, exercise every day and participate in the Food Stamp Program.

Through interactive class series, a teen conference, and school policy advocacy, the LIA will foster healthy habits and overweight prevention by encouraging the consumption of at least 5 servings of fruits and vegetables a day. The LIA's approach will involve the entire family in making a shift to a healthy lifestyle that can be maintained long-term. Emphasis is placed on reaching and including Latino families in program activities, as well as women and children who have concerns about their weight. A major component of our work in Mendocino County involves collaborating with our partners in strong community coalitions to facilitate behavioral and environmental changes will lead to healthy eating and activity levels.

**ROSELAND SCHOOL DISTRICT***LIA - School/District*

<b>Vince Harper</b> Interim Project Coordinator 950 Sebastopol Road, Suite A Santa Rosa, CA 95407  Phone: (707) 544-6911 Fax: (707) 545-5096  vharper@scpeo.org	<b>Local Share: \$53,537</b> <b>State Share: \$26,769</b> <b>First Funded: FFY 2002</b>	<b><u>Legislators</u></b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lynn Woolsey CA Sen. Wesley Chesbro CA Assemblymember Patricia Wiggins
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8
- Ethnicities: Asian (3%); African American (3%); Latino (76%); Native American (2%); Pacific Islander (1%); Caucasian (14%); no info (1%)
- Language: Spanish, Vietnamese, Khmer, English, Lao, Tigrnya

Settings

Community Centers; Clinics; Schools

Partners

5 partners from: Schools; Local Health Departments; Community-Based Organizations; Healthcare

Description

Roseland School District will continue the integration and promotion of nutrition and physical activity related activities in Roseland school and community. The project will be focused on developing healthy and fit youth and families. The project will use a variety of methods to reach both you and families. This methods include:

- School day and after school implementation of nutrition education curriculum.
- Promotion of healthy eating and physical activity through daily activities, posters, and projects.
- Health educator led training for teachers, parents and youth.
- Participation with collaborative partners on planning and implementation of projects.
- Utilizing events and special projects to share *5 a Day* concepts and food tasting/demonstrations.
- Interface with non state funded garden to increase interest and awareness of fresh vegetables.
- Development of kid's recipe book that promotes healthy alternative snacks and meals for youth.

## SONOMA COUNTY CHDP PROGRAM

### *CHDP Nutrition Project*

**Beverly Kerbow**

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Santa Rosa, CA 95404

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**Grant Amount: \$100,000**

**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Lynn Woolsey

CA Sen. Wesley Chesbro

CA Assemblymember Patricia  
Wiggins

### Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults
- Ethnicities: Asian (4.5%); African American (2.1%); Latino (19.8%); Caucasian (72.5%)
- Language: Spanish, English

### Settings

Community Centers; Clinics; Schools

### Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; CHDP Providers; WIC

### Description

The Sonoma Nutrition Program (SNP) will increase partnerships and collaborations of community agencies serving children in Sonoma County to promote healthy nutrition and physical activity. To this goal, there are three groups with which the SNP will continue to work: The Family Nutrition Task Force (FNTF), the Childcare Nutrition Collaborative, and Petaluma for Healthy Active Kids.

The SNP provides leadership and structure for two of the FNTF subcommittees. The FNTF Outreach subcommittee continues to pursue creating a Nutrition Realities Report card and media campaign combined with developing parent education materials and outreach. They hope to target specific low-income populations with the report card and other materials the FNTF develops. The Outreach Subcommittee has developed a local Fitness Fun Guide and the guide will be disseminated to low income schools, Boys and Girls clubs, parent newsletters, daycare providers and Food Stamp recipients.

The SNP will provide leadership, and technical support to further the development of the Child Care Nutrition Collaborative. Developing a caregiver nutrition-training curriculum will be done by the SNP.

The SNP will participate in the Petaluma for Active Kids providing support and technical assistance to the lead agency University of California Cooperative Extension.

## SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES

### *5 a Day-Power Play! Campaign Regional Lead Agency*

#### **Chris Bekins**

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#### **Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Lynn Woolsey  
CA Sen. Wesley Chesbro  
CA Assemblymember Patricia Wiggins

#### **Target Audience**

- Ages: Grades 4, 5
- Language: Spanish, English

#### **Settings**

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Organizations; Media

#### **Partners**

73 partners from: Schools; School Food Service; Community Youth Organizations/Afterschool Programs

#### **Description**

The Sonoma County Department of Health Services acts as the North Coast Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 15,000 impressions with the region's 7,648 low-income 9- to 11-year-old children. The North Coast Region includes Sonoma, Napa, Mendocino, Lake, Humboldt and Del Norte Counties.

## SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES

### LIA - Local Health Department

<b>Lynn Walton</b> Project Coordinator 3273 Airway Drive, Suite C Santa Rosa, CA 95403  Phone: (707) 565-6682 Fax: (707) 565-6524  lwalton@sonoma-county.org	<b>Local Share: \$227,556</b> <b>State Share: \$110,862</b> <b>First Funded: FFY 2002</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lynn Woolsey CA Sen. Wesley Chesbro CA Assemblymember Patricia Wiggins
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#### Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: Asian (0.5%); African American (2%); Latino (70%); Native American (0.5%); Pacific Islander (3%); Caucasian (24%)
- Language: Spanish, English

#### Settings

Clinics; Schools; Grocery Stores; Farmers' Markets

#### Partners

4 partners from: Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions

#### Description

DHS: Support community and statewide nutrition education and physical activity promotion efforts by participating in regional coalitions and meetings/trainings. Provide nutrition education/physical activity promotion resources to local programs, including promotion of National 5 A Day week. Disseminate *Nutrition Network* information to program partners. Provide program assistance to LIA subcontractors.

WIC: Evaluate and modify as needed curriculum for high-risk children to incorporate into nutrition courses. Provide trainings to WIC staff on nutrition education curriculums.

Cali Calmécac School: Conduct nutrition education classes using incentive items. Publicize the Federal nutrition assistance programs. Conduct bi-lingual nutritional cooking classes with low-income families. Produce a bi-lingual cookbook of recipes from the school population. Conduct nutritional cooking demonstrations for students. Assess current food environment on campus and survey students regarding food on campus. Develop a food policy for school emphasizing healthy eating and physical activity. Promote the school salad bar.

Lehman School: Develop and support Nutrition Leadership Team, to plan and organize Nutrition projects, curricula, after-school courses, and trainings. Build nutrition documentation center and video library. Develop, train, and promote Tobes Walking Curriculum. Institute nutrition speaking forums for parents, students and community. Develop and execute nutritional habits and knowledge survey for students in order to set a baseline for nutrition education. Implement nutrition courses to promote healthy nutrition, food choices, and the consumption of fruits and vegetables to be integrated in the 5th and 6th grades, math, science, and health and language State Standards.

**UKIAH UNIFIED SCHOOL DISTRICT***LIA - School/District***Terry Nieves**925 North State Street  
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**Local Share: \$487,288****State Share: \$243,644****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Wesley Chesbro

CA Assemblymember Patty Berg

**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults
- Ethnicities: Asian (2%); African American (1%); Latino (36%); Native American (7%); Caucasian (54%)
- Language: Spanish, English

**Settings**

Schools; Farmers' Markets

**Partners**

5 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; National Organizations; Mendocino First Five Commission

**Description**

Ukiah Unified School District is conducting weekly nutrition education classes in 230 classrooms throughout the school district from grades pre-K to 12, including the following activities: weekly garden-enhanced nutrition education lessons in grades pre-K through 8th grade classrooms for eight schools; a K-3rd grade teacher "literacy based nutrition" workshop; nutrition booths during back to school nights, open house, and/or family literacy nights; a pilot "Harvest of the Month" program, where their classrooms receive a different fruit or vegetable box every month to learn about and taste test local California grown produce; two nutrition and physical activity newsletters to families of pre-K through 8th grade students throughout the school year; SPARK one-day K-2 and 3-6 training for PE teachers and paraprofessionals at all elementary schools, to promote physical activity; a "Kids Walk To School Day" and "Kids Walk to School Week," where safe walking paths to school for students and their families are promoted, was proclaimed by the City of Ukiah; a Health, Nutrition and Garden Faire every spring at either the Farmer's Market or the Cinco de Mayo Festival; and Food Stamp brochures at nutrition- and physical-activity related events during the school year.

Staff participates in community activities and provides nutrition education/physical activity and Food Stamp promotion resources to local programs, including participation in and promotion of: National 5 A Day Week; Spring Into Health; Active For Life; Walk to School Week; and a Frank Zeek School Strider's Club pilot program.

Each school has completed the School Health Index and has set goals to work towards to improve the nutrition and physical activity environment at their school sites.

UUSD's nutrition policy won the State Superintendent's Challenge award this year.

## UNITED INDIAN HEALTH SERVICES (UIHS)

*LIA - Indian Tribal Organization*

<b>Ken Blackshear, RD</b> Nutrition Services Department 1600 Weeot Way Arcata, CA 95521-4734 Phone: (707) 825-4120 Fax: (707) 825-6753 kblackshear@crihb.ihs.gov	<b>Local Share: \$162,843</b> <b>State Share: \$81,422</b> <b>First Funded: FFY 2001</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Wesley Chesbro CA Assemblymember Patty Berg
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### Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Native American (60%); Caucasian (40%)
- Language: English

### Settings

Community Centers; Clinics; Schools; Farmers' Markets; Private Homes

### Partners

14 partners from: Schools; Tribal Headstarts; Tribal Programs

### Description

Through fun and innovative activities at local schools, Headstarts, and community events, the *5 a Day* and physical activity messages are reaching American Indians in Humboldt and Del Norte Counties. During culturally appropriate cooking classes at various community sites we teach people to incorporate more fruits and vegetables into their family meals.

Here at the Potawot Health Village, there is a 2-acre organic food garden. With the garden's production of top quality fruits and vegetables, *Network* funds support taste-testing, cooking classes, workshops and various celebrations that utilize this incredible resource for nutrition education. Here on the North coast where the weather is cool, vegetables such as kale, swiss chard, kolorabi, broccoli rabi and other "strange" vegetables thrive. Through *Network*-funded taste-tests, cooking classes, and celebrations, these new flavors are brought to the tables of American Indians in our communities. A wildly successful annual cookbook that features recipes from our garden is produced.

Through collaborative groups here at UIHS *Network* funds support nutrition education via the Traditional Health Committee, and a Maternal and Child Health workgroup. The *5 a Day*, physical activity, and anti-obesity messages are processed by these committees, and UIHS policies that promote healthy eating and physical activity will result.